

000287		REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO		1. CERTIFICATE NUMBER (FOR AUDITOR'S) 107 10/23																																																																	
TO: CITY ATTORNEY		2. FROM (ORIGINATING DEPARTMENT): POLICE DEPARTMENT		3. DATE: July 2, 2007																																																																	
4. SUBJECT: MEDIA BASED PUBLIC EDUCATION: PREVENTING CRIME AND DRUG ABUSE: 2007 BYRNE GRANT																																																																					
5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)			6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)		7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED <input checked="" type="checkbox"/>																																																																
8. COMPLETE FOR ACCOUNTING PURPOSES																																																																					
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11. PREPARATION OF: <input checked="" type="checkbox"/> RESOLUTION(S) <input type="checkbox"/> ORDINANCE(S) <input type="checkbox"/> AGREEMENT(S) <input type="checkbox"/> DEED(S)																																																																					
■ Authorize the Mayor or his representative to apply for, accept and expend the grant proposal. ■ Authorize the Auditor and Comptroller to accept, appropriate and expend \$489,000 in grant funds, when the grant is officially authorized by USDOJ/BJA. ■ Authorize the Chief of Police to administer and operate this program.																																																																					
11A. STAFF RECOMMENDATIONS: AUTHORIZE THE ACTIONS IN BOX 11.																																																																					
12. SPECIAL CONDITIONS: COUNCIL DISTRICT(S): ALL COMMUNITY AREA(S): ALL ENVIRONMENTAL IMPACT: This activity is not a "project" and therefore is exempt from CEQA pursuant to the state guidelines section 15060 (c) (2). HOUSING IMPACT: NONE OTHER ISSUES: PLEASE SEND A COPY OF THE FINALIZED RESOLUTION TO DONNA WARLICK, MS 704A																																																																					

EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO

DATE ISSUED: July 3, 2007 REPORT NO:
ATTENTION:
ORIGINATING DEPARTMENT: POLICE DEPARTMENT
SUBJECT: **MEDIA BASED PUBLIC EDUCATION CAMPAIGN:**
PREVENTING CRIME AND DRUG ABUSE: 2007
BYRNE DISCRETIONARY
COUNCIL DISTRICT(S): ALL
CONTACT/PHONE NUMBER: DONNA J. WARLICK 531-2221

REQUESTED ACTION:

1. Authorize the Mayor or his representative to apply for, accept and expend the grant proposal.
2. Authorize the Auditor and Comptroller to accept, appropriate and expend \$489,000 in grant funds, when the grant is officially authorized by USDOJ/BJA.
3. Authorize the Chief of Police to administer and operate this program.

STAFF RECOMMENDATION: Authorize the requested actions.

EXECUTIVE SUMMARY: The U.S. Department of Justice (USDOJ), Bureau of Justice Assistance (BJA), under the 2007 Edward Byrne Memorial Discretionary Grant Program, has published a solicitation for Preventing Crime and Drug Abuse, including media-based public education campaigns.

The San Diego Police Department has designed a project with the following goal: "To enhance neighborhood safety by promoting greater citizen involvement, responsibility, ownership and understanding of criminal activities and crime reporting." This will be accomplished through the creation and distribution of a series of educational videos dealing with a variety of law enforcement issues. Videos will be publicized and available to the public via television broadcasts, Videos-on-Demand, DVDs, CDs, Podcasts and iTunes. Topics are anticipated to include Domestic Violence, Combating Graffiti, Child Abuse, Elder Abuse, Internet Crime, Identity Theft, Sexual Crimes on the Internet, Home Security, Neighborhood Watch, Fire and Life Safety, Crime Stoppers Auto Theft, and Community Problem Solving.

The project will also design a Media Resource Website for the public, and conduct a series of live interactive seminars for community professionals.

The proposal requests \$489,000 for video production staff, consultants, equipment and web services for this one-year program. Sustainment will be via purchase of durable equipment, and production of durable media that can be used for many years to come.

FISCAL CONSIDERATIONS: None. There is no cash match requirement, and no requirement to continue grant activities or expenditures after grant funds are exhausted. SDPD has

000290.

committed Indirect Costs and 50% of an existing Multi-Media Production Coordinator as voluntary in-kind match.

PREVIOUS COUNCIL and/or COMMITTEE ACTION: NA

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: NA

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Unknown consultants, to be selected by open bid process.



William M. Lansdowne
Chief of Police
Originating Department



Jill Olen
Deputy Chief Operating Officer
Public Safety/Homeland Security

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, the U.S. Department of Justice (DOJ), Bureau of Justice Assistance (BJA), under the 2007 Edward Byrne Memorial Discretionary Grants Program, has solicited proposals for a "Preventing Crime and Drug Abuse through a Media-Based Public Education Campaign" grant project; and

WHEREAS, City of San Diego Police Department (SDPD) wishes to apply for, accept and expend grant funds for the proposed program under this solicitation; and

WHEREAS, the goal of the project is to enhance neighborhood safety by promoting greater citizen involvement, responsibility, ownership, and understanding of criminal activities and crime reporting; and

WHEREAS, this will be accomplished through the production and distribution of educational videos dealing with a variety of law enforcement issues; and

WHEREAS, SDPD requests \$489,000 for video production staff, consultants, equipment and supplies, and web service; and

WHEREAS, SDPD will provide 50% of an existing Multi-Media Production Coordinator and \$133,200 in indirect costs for a total of \$162,900 in voluntary matching resources; NOW THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the Mayor or his designee, including the Chief of Police be, and is hereby authorized and empowered, for and on

behalf of the City of San Diego, to submit an application for, accept, expend and manage the grant funds and program for the purposes stated in the attached application.

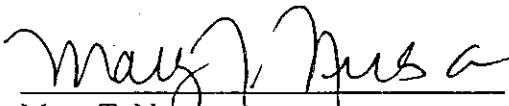
BE IT FURTHER RESOLVED, that this authority includes the execution of all aspects of fund and program operation, including any amendments, extensions, augmentations, or renewals from the U.S. Department of Justice for identical or closely related purposes; and to certify that the City will comply with all applicable statutory or regulatory requirements.

BE IT FURTHER RESOLVED, that the Auditor and Comptroller are authorized to accept, appropriate and expend these funds if grant funding is secured.

BE IT FURTHER RESOLVED, that this authorization shall be valid for a period of up to five years, provided funding for this purpose is made available by the U.S. Department of Justice.

BE IT FURTHER RESOLVED that any resources received hereunder shall not be used to supplant expenditures controlled by this body.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By 
Mary T. Nuesca
Deputy City Attorney

MTN:lb
09/17/2007
Or.Dept: Police
R-2008-224

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor